

RESEARCH ON CONSUMER ATTITUDES TOWARDS CAUSE-RELATED MARKETING

Abstract

For a certain period of time, we are witnessing a unique transfer of power from the suppliers to the consumers who have become more informed, demanding and protected with a clearly articulated view towards the world around them. Companies' marketing activities are observed under scrutiny and in the event of the irregularity, the reaction is timely and vigorous. Corporate social responsibility has become an imperative. Companies do not think to practice social responsibility or not to practice. They are thinking about how to do it in the best possible way. One of the concepts that could be applied for the purpose of differentiation and positioning of a company as the one which is socially responsible and which cares about its community is known as cause-related marketing. Simply, it is a marketing concept that involves cooperation between non-profit and profit sector and consumers with the aim of linking companies and certain social problem to obtain a benefit for all. This paper will research consumer attitudes towards cause-related marketing activities; the influence of perceived cause-related marketing activities on their attitude towards a company and influence of perceived cause-related marketing activities on purchasing habits.

Keywords: marketing, corporate social responsibility, cause-related marketing, consumer attitudes